

## ....The Christmas Store....

We have made big preparations this year to supply the holiday wants of our customers and you will find us amply stocked to meet your usual requirements, and we might safely say your unusual wants. The Old Store was never in better shape for the holiday business. Our lack of windows and show case room is a handicap, but ask us for what you want and we can usually "dig out a fine showing." We mention a small part of good gift things to be found here.



## \*\* An Explanation \*\*

Owing to this Christmas issue being prepared somewhat earlier than usual, we are unable to give as late news of our Christmas arrivals as we would wish, but we are mentioning enough suitable and sensible articles for Santa's pack, that it ought to make you wish to leave a place on your shopping list for us. Seasonable goods are kept coming right up to the last minute, and even if you do not see it in our ad come and see the real goods in the store. We invite you.

### Linens

If ever a nice line is in demand its at Christmas time, and we want you to see ours before reaching the final decision.

### Napkins

Of course, make a substantial gift. Our offering is varied and some pretty patterns at reasonable prices are here.

### Pattern Cloths

We offer 8-4 mercerized at \$1 and the 10-4 at \$1.25. Both pretty patterns and very reasonable. At \$3 we show a beautiful linen in 10-4 size.

### Mufflers

In silk and knitted effects we offer some fine gift possibilities. 25c and 50c in the knitted.

### Baby Jackets

Don't forget the baby when it comes to Christmas presents. The little knit jackets, booties, bibs, mittens and knit leggings, all help to comfort and gift making.

### Fancy Aprons

Always chuck in the stocking nicely. We offer a good assortment.

### Furs

You can have two guesses on what to buy her and furs come the nearest. Our line of fine (Annis) muffs and scarfs will be very becoming to a lady of her complexion.

### Child's Fur Sets

are gifts that any child will tinkle over for weeks. Try one of our sets on your Santa Claus list.

### Windsor Ties

For an inexpensive little gift a Windsor tie counts. We show some very pretty patterns at 25c.

### Christmas Eatables

can only be mentioned, but they will be complete here from the "hunk" of taffy for the youngster to the sage for the turkey.

## GULICKSON PIANO

This cut represents the Piano we will give away when our contest ends on May 14th--the 24th week. Get in your nomination and get your friends working for you.

### Our Monthly Premiums:

December 26, a beautiful 8-day Mantle Clock

Feb. 20th, a handsome 3-piece Mission Furniture Set

January 23rd, a 47-piece of Rogers' Silverware

March 19th a \$25 Peerless Vacuum Cleaner

April 16th, a \$55 Perfection Sewing Machine

### Leggings

are necessary and useful. For women and misses we have the long button jerseys and gaiters. For the children we have the knit styles in black or white at 50c and in white only at 25c.

### A Knitted Set

for a little one, consisting of cap, leggings and mittens, all to match and neatly put up in a holly box at \$1.00, will make a charming gift.

### Ribbons

We offer a large assortment of all kinds of Christmas tying ribbons at 10c per bolt. Our other lines are complete and up to the holiday requirements. This is brief for a big line.

### Mantella Cape

As a gift for the wife or mother, we can show you nothing nicer than one of our new knitted Roycroft Mantella Capes, in white or oxfords. Each, \$5.00.

### Tico Letter Forms

for the Christmas embroidering. All the letters at 2c and 4c each.

### Battenbergs

A splendid line to select from and briefly mentioned for your benefit.

### Toques

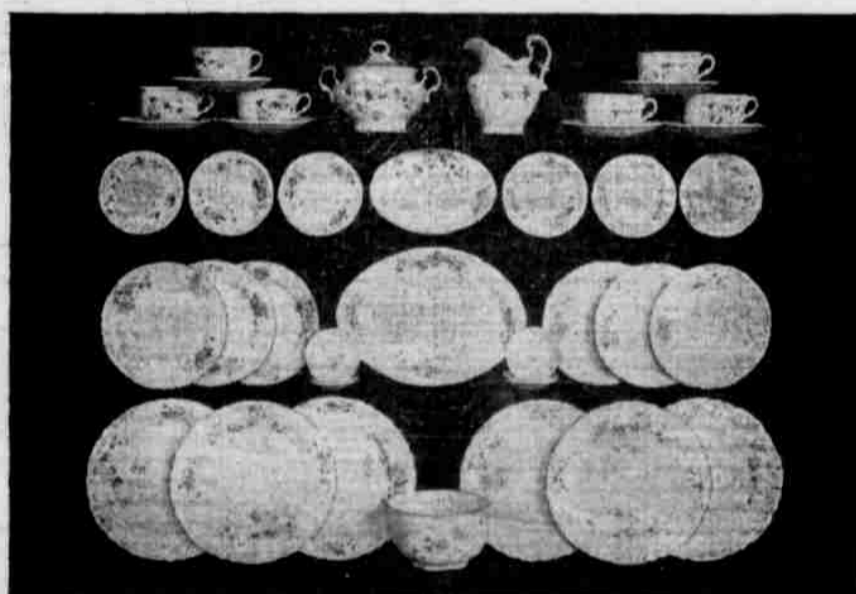
Yale's, skating caps and aviators will all be found here when you are ready. Owing to the extra demand our line of aviators is kept as complete as the market will allow.

These dates are all on Tuesday. On all the other Tuesdays before the Piano date, we will give absolutely free, a 42-piece complete dinner set.



Call these items what you will, they are beautiful; desirable and form a part of our winter's advertising campaign. They go to our customers at absolutely no cost to them. We will give an extra set of dishes to any person who finds one article in our stock marked up to meet this, the biggest advertising stunt pulled off in Yale.

Every Tuesday there's something doing at the Old Store.



## PALMER BROS. & CO.

### A Good Place to Trade

Our store will be open Christmas week. Commencing Dec. 26 we will close our store at 6:00 o'clock P. M.

### Handkerchiefs

Why try to describe our line of handkerchiefs in limited type space when a store visit will settle the point to your entire satisfaction. We have a reputation to maintain when it comes to handkerchiefs for the holidays and it's up to the standard this year. Visit us for them.

### Suspenders

Here's a gift that always suits a man. We have some extra neat packages this year, in combination with armlets, belts and suspenders. 25c, 50c and \$1.00.

### Doilies

You will find here a varied assortment that neither time nor space will allow us to describe. From a few cents to higher prices you will find gift possibilities in every item.

### Fancy Collars

—in all that the name implies. Beautiful and tasty effects in the newest ideas. Every one a neat gift. Ask to see the line.

### White Quilts

When the holidays arrive we enlarge our line of quilts, and especially at this time we offer some especially pretty designs and higher priced quilts than we usually carry.

### Sweaters

for the ladies, for the men, for the boys and girls, and for the toddlers for Christmas. Get something more sensible if you can. Our new and exclusive hooded sweaters for the ladies are the making of splendid gifts.

### Silk Scarfs

Fleecy, clinging and lovely are our scarfs. Every one a gift worthy of Christmas. 25c, 50c and \$1.00.

### Fascinators

and Newport are as reliable gift things as winter. 35c, 75c and \$1.00 are the staple prices.

### Frost Queen Muff Sets

Knitted from the new aviator yarns and one of the prettiest sets we have offered. Neck piece, muff and cap to match. \$3.00 and \$5.00 per set. Assorted colors.

### Hand Bags

We have put this line in holiday shape with some of the newest effects produced this fall. Here are gift possibilities in profusion.

### Lunch Cloths

always are right. Damask and hemstitched cloths will be found here. All prices.

### Umbrellas

for either him or her are sensible and useful. Why not consider an umbrella as a gift?

### Fancy Combs

are always Christmasy and make pleasing presents. We show a superb list of both combs and barrettes.

### Towels

are sold in quantities at Yuletide and we carry a line running from a nickel to a dollar.

### Outing Specials

A common place article among the gift things. 12½c grade at 10c per yard. A case of fine assorted patterns are in.

### Pillow Tops

Some new patriotic effects that are new. Each 50c.